

Claims:

1. A fragrance composition comprising water, a fragrance material, a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, and a reinforcing material.
- 5 2. A fragrance composition according to claim 1 wherein the reinforcing material is selected from organic amphiphilic materials, organic hydrophilic materials, hydrophobic materials, inorganic materials and mixtures thereof.
- 10 3. A fragrance composition according to claim 2 wherein the amphiphilic material is selected from at least one of
 - i) surfactants; graft and block copolymers, preferably poly(ethylene-b-ethylene oxide), more preferably poly(ethylene-b-ethylene oxide) having a ethylene oxide level preferably lower than 80% and a molecular weight lower than 2500 g/mol; poly(styrene-b-ethylene oxide); and poly(dimethylsiloxane-g-ethylene oxide,
 - 15 ii) gelatine, preferably gelatine having a Bloom Strength higher than 250; and
 - iii) pectin.
- 20 4. A fragrance composition according to claim 2 wherein the hydrophilic organic reinforcing material is selected from at least one of acrylamide, preferably acrylamide crosslinked with N,N-bisacrylamide; N-alkylacrylamide; poly((meth)acrylic acid-co-alkyl acrylate) copolymers; copolymers containing poly(acrylamide), poly(vinylalcohol), or poly(alkyleneoxide)moieties; and
- 25 alginates crosslinked with polyvalent metal ions.
5. A fragrance composition according to claim 2 wherein the hydrophobic reinforcing material is selected from at least one of partially- crystallisable polyolefins, preferably partially-crystallisable polyethylene having a molecular weight lower
- 30 than 10'000 g/mol; block and graft copolymers; poly(ethylene-co-dimethylsiloxane) block and graft copolymers; highly-crosslinked silicone resins; polysesquiosiloxanes; hydrophobically-modified silicates and amino-silicates;

heat- or UV-curable polymers bearing a heat- or light-activated cross-linkable function; and ethyl cellulose having Ubbelohde solution viscosities higher than 50 mPas when dissolved at 5% in toluene / methanol at 80/20 by weight and 25 °C.

- 5 6. A fragrance composition according to claim 2 wherein the inorganic reinforcing material is selected from at least one silica-containing compound, preferably at least one of an alkylsilane, an alkoxysilane and sodium silicate combined with a salt of a polyvalent metal ion, preferably sodium silicate combined with calcium..
- 10 7. A fragrance composition according to any of the preceding claims wherein the liquid crystal-forming material is a mixture of non-ionic surfactant and at least one long chain fatty alcohol having at least 16 carbon atoms, at least one of which alcohols has at least 22 carbon atoms, the non-ionic surfactant being preferably selected from
- 15 I) alkylglycosides or alkylpolyoloses bearing alkyl chains having at least 20 carbons atoms;
- II) alkylpolysorbates bearing alkyl chains longer than 18 carbon atoms; and
- 20 III) ethoxylated fatty esters with alkyl residue having at least 18 carbon atoms;
- and
- 25 the alcohol having at least 22 carbon atoms being preferably selected from fatty alcohols having a narrow molecular weight distribution such that at least 90% of this fatty alcohol consists of a single fatty acid residue.
- 30 8. A fragrance composition according to any of the preceding claims in the form of an aqueous dispersion of particles, the particles containing liquid crystalline structures.
9. A fragrance composition according to any of the preceding claims wherein it exhibits a plateau region of the store elastic modulus of higher than 10^3 Pa, as measured on a

Paar Physica Rheometer MCR 300 fitted with a cone-plate measuring unit and operating in the oscillating mode, with a cone-plate measuring unit CP25-2 having the characteristics: shear rate factor: $3 \text{ s}^{-1}/\text{min}^{-1}$, shear stress factor: 12.223 Pa, sample volume: 0.16 cm^3 , radius of measuring cone: 12.5 mm, angle of measuring cone: 2° , cone truncation: 50 micrometers.

10. A fragrance composition according to any one of the preceding claims wherein the composition has a liquid crystalline phase with a periodicity length, as measured by X-ray diffraction of between 30 and 120, preferably between 40 and 60 Angstroms.
11. A fragrance composition according to any one of the preceding claims wherein the composition exhibits at least one melting transition at a temperature higher than 50°C
12. Household product comprising a composition according to any one of claims 1-11.
13. Personal care product comprising a composition according to any one of claims 1-11.